

# CITY OF HUTTO

## STRATEGIC GUIDE



## 2035

REVISED JUNE 2014

**Adopted**

**July 3, 2014**

# **VISION**

**To passionately serve the public through innovation, sustainability, and diversity for the enrichment of current and future generations.**

# **MISSION**

**Maintain an effective organization that supports and meets the needs of the community.**

# **VALUES**

We believe in...

- Protecting our neighborhoods.
- Being good stewards of natural resources.
- Enhancing community's appearance.
- Embracing diversity.
- Creating a special quality of life for our citizens.
- Providing a positive experience for our visitors.
- Encouraging economic development.
- Respecting the heritage of our community.
- Treating everyone fairly and with respect.



## **2014 CITY COUNCIL**

Mayor Debbie Holland

Ronnie Quintanilla-Perez, Mayor Pro Tem

Anne Cano, Place One

Paul Prince, Place Two

Michael J. Smith, Place Four

Melanie Rios, Place Five

Max V. Yeste, Place Six

# **COUNCIL RELATIONS POLICY**

The Council Relations Policy, including the Leadership Expectations Framework, reflects the expectations of the Hutto City Council in defining the behaviors, manners, and courtesies that are suitable for various occasions. It is also designed to make public meetings and the process of governance run more smoothly.

## **LEADERSHIP EXPECTATIONS FRAMEWORK**

### **Council to Council Expectations**

- Respect each other when giving and receiving honest and constructive feedback.
- Be professional and show proper decorum on and off the Dais.
- Have scheduled opportunities to discuss significant policies, issues and projects.
- Establish and follow a social media and public communication policy.

### **Council Expectations of the City Manager**

- Continue to use the current model of communication.
- Blunt and Honest Communication.
- The Council desires preparation of change before it happens in order to educate and inform the public.
- Be visible in involvement at City events and organizations.
- Provide the council with sufficient information and advice to help the Council chart the best direction for the City and the Council.

### **City Manager Expectations of the Council**

- Provide a clear direction through the Strategic Guide.
- Give the City Manager the opportunity to answer Council's questions and concerns.
- Support the staff through respectful dialogue and questions.
- Represent the Council to residents, customers and the world.

# **LEADERSHIP POLICY**

It is the desire of the City Council to provide honest, ethical, and effective guidance in the development and structure of leadership for the City.

## **Strategic Goals:**

- Pre-election orientation for prospective candidates.
- Establish a qualified group of community leaders.
- Maintain a mentoring program for new Council members.
- Utilize ongoing continuing education opportunities, on an annual basis, to strengthen leadership and governance skills.
- Create Council Committee Structure.

# **QUALITY OF LIFE POLICY**

It is the desire of the Hutto City Council to create a city that engages citizens by providing programs and services beyond their basic needs.

## **Strategic Goals:**

- 100% recycling rate by 2035.
- City-wide tree planting and care program.
- Preservation of green space.
- Environment that encompasses safe, friendly, and entertaining atmosphere for all ages.
- Support and encourage beautification efforts within the City.
- Create and maintain a world-class system of parks, trails, and recreation programs.
- Explore a more robust cultural arts and historical preservation program.
- Develop a new City brand.

# **ORGANIZATION DEVELOPMENT POLICY**

It is the desire of the Hutto City Council to maintain a qualified staff that will continue to move the City in a positive, progressive, and productive direction.

## **Strategic Goals:**

- Provide continuing education opportunities.
- Provide competitive compensation packages.
- Implement effective Succession Planning process.
- Create and maintain a positive and inspired workforce through recruitment, environment, and development.

# **SERVICE DELIVERY POLICY**

It is the desire of the Hutto City Council to deliver programs and services in a manner that best reflects the makeup of the community and the needs of the citizens.

## **Strategic Goals:**

- Ensure quality city-wide customer service program.
- Provide on-going and consistent citizen communication.
- Embrace the use of technology to enhance, or reduce the cost of service delivery.
- Coordinate with HOAs to improve the quality of neighborhood communication and supports.
- Ensure City's permit process is consistent, especially with Fire Inspection Permits.



# **FISCAL AND BUDGETARY POLICY**

It is the desire of the Hutto City Council to achieve and maintain a long-term, stable, and positive financial condition and provide guidelines for the day-to-day planning and operations of the City's financial affairs.

## **Strategic Goals:**

- Provide responsible fiscal stewardship.
- Make the City economically competitive to draw and sustain businesses through competitive rates, taxes, and user fees.
- Provide funding for infrastructure to sustain growth.
- Stabilize and control program costs.
- Increase reserves to recognized standards.
- Improve bond rating.
- Continue to recognize and fund all long-term liabilities.
- Acquire a new financial software system.

# **PUBLIC SAFETY POLICY**

It is the desire of the Hutto City Council to ensure the safety and well-being of the residents, businesses and visitors in the City.

## **Strategic Goals:**

- Maintain a well-trained, highly effective police force.
- Ensure that citizens have access to quality fire and EMS services.
- Maintain strong relationships between the Police Department and the community.
- Maintain strong relationships with other public safety organizations.

# **MOBILITY POLICY**

It is the desire of the Hutto City Council to ensure the safe mobility of citizens through various modes of transportation.

## **Strategic Goals:**

- Develop, maintain, and follow the Transportation Master Plan.
- Maintain and follow the Pedestrian Mobility Master Plan.
- Integrate the Thoroughfare Master Plan with regional partners.
- Work in conjunction with regional transportation entities to plan for public transportation.
- Explore non-traditional funding mechanisms.

# **EDUCATION POLICY**

It is the desire of the Hutto City Council to develop a cooperative relationship with Hutto Independent School District, East Williamson County Higher Education Center, and other education entities to enhance the quality of education.

## **Strategic Goals:**

- Proactively support educational needs for the community.
- Increase awareness of educational programs.
- Nurture and sustain strategic educational partnerships.
- Pursue cooperative agreements with educational entities.

# **GROWTH GUIDANCE POLICY**

It is the desire of the Hutto City Council to achieve the orderly growth and development of the City by maintaining and following the Comprehensive Plan which promotes beneficial and appropriate land uses and supporting infrastructure.

## **Strategic Goals:**

- Develop a Comprehensive Plan specifically designed to meet Hutto's current and future needs.
- Engage the community in developing and maintaining the Comprehensive Plan.
- Pursue innovation, sustainability, and diversity.
- Pursue a Rental Inspection Program.

# **INFRASTRUCTURE POLICY**

It is the desire of the Hutto City Council to provide and maintain a quality infrastructure system to meet the vision as set out in the Comprehensive Plan.

## **Strategic Goals:**

- Proactively expand infrastructure system to optimize cost saving opportunities and funding partnerships.
- Continue to develop high quality standards in conjunction with regional partners.
- Design and select materials to minimize on-going maintenance and replacement costs.
- Pursue the demolition of dilapidated, unsafe structures.
- Invest in Pavement Management Software to assess and monitor road conditions.

# **ECONOMIC DEVELOPMENT POLICY**

It is the desire of the Hutto City Council to develop business diversity consistent with the Comprehensive Plan to maintain an economic base that is sustainable and adaptable.

## **Strategic Goals:**

- Recruit, retain, and expand desired businesses that will continue to enhance the quality of life for the Hutto community.
- Attract higher-skilled, higher-waged jobs.
- Encourage business development that promotes quality of place.
- Invest to revitalize under-utilized areas for business opportunities.
- Define a competitive framework for attracting economic development.

# **LEGISLATIVE AGENDA POLICY**

It is the desire of the Hutto City Council to actively pursue legislative agenda(s) related to our city, county, region, state, and federal levels for the benefit of our community.

## **Strategic Goals:**

- Nurture and sustain strategic partnerships with county, state and neighboring local government officials/staff to address common issues.
- Review/amend legislative agenda at least annually to decide which issues need to be addressed.
- Advocate for Hutto's legislative agenda.



# **CITY OF HUTTO AWARDS & RECOGNITION 2013-14**

HEB Community Challenge: First Place, Small Cities Category

Movoto Listing as Top 10 Places to Live in Texas

AA-Bond Rating Upgrade by Standard and Poor's

Texas Downtown Association Award for Best Public Improvement

GFOA Budget Award

GFOA Certificate of Achievement: Excellence in Financial Reporting

Texas Comptroller's Award for Fiscal Transparency— Silver Award

National Procurement Institute (NPI): Annual Achievement of  
Excellence in Procurement Award (AEP)

Texas Municipal Courts Education Center (TMCEC): Honorable  
Mention for Outstanding Contribution to the Community

Texas Chapter of American Planning Association: Certificate for  
Planning Excellence

## **2014 CITY STAFF**

Karen Daly, City Manager  
Micah Grau, Assistant City Manager  
Patti Gilmore, Chief of Staff  
Randy Barker, General Services Director  
Matt Bushak, City Engineer  
Charlie Crossfield, City Attorney  
Will Guerin, Development Services Director  
Mike Hemker, Parks and Recreation Director  
Melanie Hudson, Finance Director  
Christine Martinez, City Secretary  
Amy McGlothlin, Human Resources Director  
Rick Stone, Interim Chief of Police  
Scot Stromsness, Director of Public Works



**Strategic Guide**

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